

# INNOVATION FORUM @ BIOTECHNICA 2011

## Description & Terms of Participation

### The stage is yours...

Looking for a great way to multiply your success as an **exhibitor** or **co-exhibitor** at BIOTECHNICA? Then the **INNOVATION FORUM** is for you! Use this option to get your innovative products or services across to a choice audience for added image and business gains.

Presentations will be grouped by topic clusters reflecting the BIOTECHNICA display categories. This year, the INNOVATION FORUM will be staged at an **open platform right on the exhibition floor in hall 9 (stand F69)**. For BIOTECHNICA visitors, attendance is **free**.

### Scope of services

- 25-minute presentation slot at the INNOVATION FORUM platform in hall 9, stand F69
- Presentation equipment consisting of digital projector, notebook, projection screen, sound system (additional equipment available on request, at extra charge)
- Publication of your presentation details online and in the VISITOR GUIDE (if registered until 31 July 2011)
- On-site poster promotion
- Extensive international promotion of the Innovation Forum in connection with BIOTECHNICA 2011 advertising campaigns and media
- Grouping of presentations by topic cluster
- Professional announcement of your presentation
- Post-show PDF downloads of your presentation documents (if provided to us)

### Participation fee

**11 + 13 October 2011: € 390 plus VAT**

**12 October 2011: € 450 plus VAT**

for each 25-minute slot – for exhibitors and co-exhibitors, only.

### Topic clusters

Your presentation will be assigned to a suitable topic cluster as selected by you. In the printed guide, your presentation can only be listed under one cluster, but for the online search engine you can choose to be listed under several if your presentation is of multidisciplinary interest (see registration form for topic cluster choices).



### Terms of participation

- Only BIOTECHNICA 2011 exhibitors and co-exhibitors are entitled to participate in the INNOVATION FORUM. To do so, they must submit a completed registration form.
- Your presentation/lecture may not exceed the booked timeslot. To keep everything on schedule, any follow-up discussions or Q&A sessions must be over within the booked time, or else they may be interrupted by the announcer.
- Presentations will be given Tuesday from 10:30 to 11:55 a.m. and from 2:15 to 5:10 p.m. as well as Wednesday to Thursday from 10:00 to 11:55 and from 2:15 to 5:10 p.m. We will make every attempt to meet your scheduling preferences (i.e. for particular days, and/or for morning or afternoon slots). However, we reserve the right to group presentations by topic at our own discretion, and therefore regret being unable to give any guarantees regarding particular timeslots preferences.
- Please note that we bear no responsibility whatsoever for ensuring a minimum audience. Attendance is solely a matter of personal discretion, and therefore beyond our control.
- In case of cancellations received after the registration deadline (1 September 2011) the full participation fee will be payable unless it is possible to fill the vacant timeslot with another suitable presentation.

### Registration

Please use the registration form available at [http://www.biotechnica.de/innovation\\_forum\\_e](http://www.biotechnica.de/innovation_forum_e) or we will be happy to mail you one.

Registration deadline: **21 September 2011**

### Your contact

Yvonne Spannkebel

Tel. +49 511 89-31349

Fax +49 511 89-30998

E-mail: [yvonne.spannkebel@messe.de](mailto:yvonne.spannkebel@messe.de)

Deutsche Messe AG

MesseGelaende

30521 Hannover

Germany